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10/815,296	04/01/2004	Michelle LaBrosse	CHEE-0011	7330
23550	7590	02/06/2009	EXAMINER	
HOFFMAN WARNICK LLC			DAVIS, JEFFERY T	
75 STATE STREET			ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

PTOCommunications@hoffmanwarnick.com

Office Action Summary	Application No. 10/815,296	Applicant(s) LABROSSE ET AL.
	Examiner JEFFERY DAVIS	Art Unit 3628

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED. (35 U.S.C. § 133).

Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 02 February 2009.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-20 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1-20 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date 04/01/2004.

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____.

5) Notice of Informal Patent Application

6) Other: _____

DETAILED ACTION

This action is in response to the application filed on August 04, 2006.
Claims 1-18 are pending.

Election/Restrictions

Restriction to one of the following inventions is required under 35 U.S.C. 121:

- I. Claims 1-9, 17-20, are drawn to system, classified in class 707, subclass 9; 10.
- II. Claims 10-16, are drawn to method, classified in class 705, subclass 8; 27.

The inventions are distinct, each from the other because of the following reasons:

Inventions I and II are related as subcombinations disclosed as usable together in a single combination.

The subcombinations are distinct if they do not overlap in scope and are not obvious variants, and if it is shown that at least one subcombination is separately usable. In the instant case, subcombination I has separate utility such as an event mgt system for managing customer and event info, and a mkt sys for contacting customers; subcombination II has separate utility such as an "over the internet" event mgt method for managing customer and event info, and a mkt sys for contacting customers. See MPEP § 806.05(d).

Applicant's election with traverse of claim's 1-9 and 17-20 during the phone conversation on January 28, 2009 with attorney John LaBatt is acknowledged. As such claims 10-16 are withdrawn.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-3, 5-9 and 17, 18 and 20 rejected under 35 U.S.C. 103(a) as being unpatentable over Jameson et al, U.S. Patent Application Publication 20020156787 A1, in view of Shaer, U.S. Patent Application Publication 20020128934 A1.

As per Claim 1, Jameson et al discloses a system for integrating event management, the system comprising:

- a customer relationship system for managing customer information for customers (0008; 0122);
- an event management system for managing event information for events (0008). Jameson et al fails to disclose, however, Shaer discloses a marketing system for contacting customers, the marketing system including:
 - a promotion system for informing customers of an event (0158; 0308; 0403; 0407);
 - and a feedback system for obtaining feedback from customers that attended the event (0075; 0196).

It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the method of Jameson with Shaer. One of ordinary skill in the art would have been motivated to combine these features in order to provide a computerized method for managing

event information (Jameson, Para. 0007), and provides a novel integrated event coordination system (Shaer, Para. 0045).

As per Claim 2, Jameson and Shaer disclose the system claimed in claim 1. Jameson et al further discloses the system comprising an accounting system for managing accounting information for each event (0007; 0052; Fig. 40).

As per Claim 3, Jameson and Shaer disclose the system claimed in claim 1. Jameson et al further discloses the system comprising a transaction processing system for processing electronic payment for an event (0033; 0077).

As per Claim 5, Jameson and Shaer disclose the system claimed in claim 1. Jameson et al further discloses the system wherein

- customers are contacted by at least one of: an e-mail, a newsletter, and a telephone call (0079; Fig. 6).

As per Claim 6, Jameson and Shaer disclose the system claimed in claim 1. Jameson et al further discloses the system wherein the customer relationship system includes:

- an information system for displaying customer information and event information (Abstract);
- a customer management system for allowing a customer to manage the customer information (0010; 0029; 0068). Jameson et al fails to disclose, however, Shaer discloses:
- a provider management system for allowing an event provider to manage the customer information (0364).

See the discussion of claim 1.

As per Claim 7, Jameson and Shaer disclose the system claimed in claim 1. Jameson et al further discloses the system wherein the event management system includes:

- a configuration system for allowing an event provider to manage the event (Fig. 10); and
- a registration system for allowing a customer to register for the event (Fig. 9; 15).

As per Claim 8, Jameson and Shaer disclose the system claimed in claim 7. Jameson et al further discloses the system wherein the event management system further includes

- a registrant system for providing data on the event to a customer that has registered for the event (Fig. 16).

See the discussion of claims 1 and 7.

As per Claim 9, Jameson and Shaer disclose the system claimed in claim 7. Jameson et al further discloses the system wherein the event management system further includes

- a security system for limiting access to functionality of the event management system (0064; 0068).

As per Claim 17, Jameson et al discloses a computer program product comprising a computer useable medium having computer readable program code embodied therein for integrating event management, the program product comprising:

- program code configured to manage customer information for event providers (0008; 0067; 0122).
- program code configured to manage event information for the event providers (0008; 0067); and

- program code configured to market an event of an event provider to customers of the event provider, wherein the program code configured to market an event includes:

- program code configured to promote the event to customers using email (0008; 0079; Fig. 6). In addition, Shaer discloses (0158; 0308; 0403; 0407). Jameson et al fails to disclose, however, Shaer discloses

- program code configured to obtain feedback on the event from a customer that attended the event (0075; 0147; 0196).

It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the method of Jameson with Shaer. One of ordinary skill in the art would have been motivated to combine these features in order to provide a computerized method for managing event information (Jameson, Para. 0007), and provides a novel integrated event coordination system (Shaer, Para. 0045).

As per Claim 18, Jameson and Shaer disclose the computer program product of claim 17. Jameson et al further discloses:

- program code configured to manage accounting information for each event (0007; 0008; 0052; Fig. 40); and

- program code configured to process payment by a customer for an event (0008; 0077).

Claim 4 is under 35 U.S.C. 103(a) as being unpatentable over Jameson et al, U.S. Patent Application Publication 20020156787 A1, in view of Shaer, U.S. Patent Application Publication 20020128934 A1, further in view of U.S. Patent Application Publication 20020032592 A1 Krasnick et al.

As per Claim 4, Jameson and Shaer disclose the system claimed in claim 1. However, none of the references explicitly teach wherein the marketing

system further includes an analysis system for analyzing the event.

Krasnick, however, discloses:

- wherein the marketing system further includes an analysis system for analyzing the event (0009; 0020; 0026).

It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the method of Jameson and Shaer with Krasnick. One of ordinary skill in the art would have been motivated to combine these features in order to provide a computerized method for managing event information (Jameson, Para. 0007), provide a novel integrated event coordination system (Shaer, Para. 0045), and provide online meeting and planning programming (Krasnick, para. 0006).

Claim 19 is rejected under 35 U.S.C. 103(a) as being unpatentable over Jameson et al, U.S. Patent Application Publication 20020156787 A1, in view of Shaer, U.S. Patent Application Publication 20020128934 A1, further in view of U.S. Patent Application Publication 20040064835 A1 Bellwood et al.

As per Claim 19, Jameson and Shaer disclose the computer program product of claim 17. Jameson et al further discloses the program code configured to manage event information includes:

- program code configured to define an event of an event provider at a web site (0008; 0065). In addition, Shaer discloses (0063; 0075).

- program code configured to add a link from an event provider web site to an event registration web page at the third party web site (0008; 0061-0062; 0079; 0083);

- program code configured to limit access to event information and management functions based on a security level of a user (0008; 0064);

- program code configured to register a customer for the event using the event registration web page (0008, Fig. 9, 11, 15); and

- program code configured to provide additional event information to the registered customer (Abstract; 0008; 0010; 0029; 0068). However, none of the references explicitly teach a third party web site. Bellwood, however, discloses:

- a third party web site (0012; 0031; 0036).

It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate the method of Jameson and Shaer with Bellwood. One of ordinary skill in the art would have been motivated to combine these features in order to provide a computerized method for managing event information (Jameson, Para. 0007), provide a novel integrated event coordination system (Shaer, Para. 0045), and provide a system and method for formatting an identified event based upon user preferences (Bellwood, Para. 0002).

As per Claim 20, The computer program product of claim 17, wherein the program code configured to manage customer information includes program code configured to allow each customer to manage the customer information for the customer.

See the discussion of claims 6 and 17.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JEFFERY DAVIS whose telephone number is (571)270-7049. The examiner can normally be reached on 7:30 AM - 5:00 PM EST; M - F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Charles Kyle can be reached on (571)272-6746. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffery T. Davis/
Examiner, Art Unit 3628
February 02, 2009

/John W. Hayes/
Supervisory Patent Examiner, Art Unit 3628